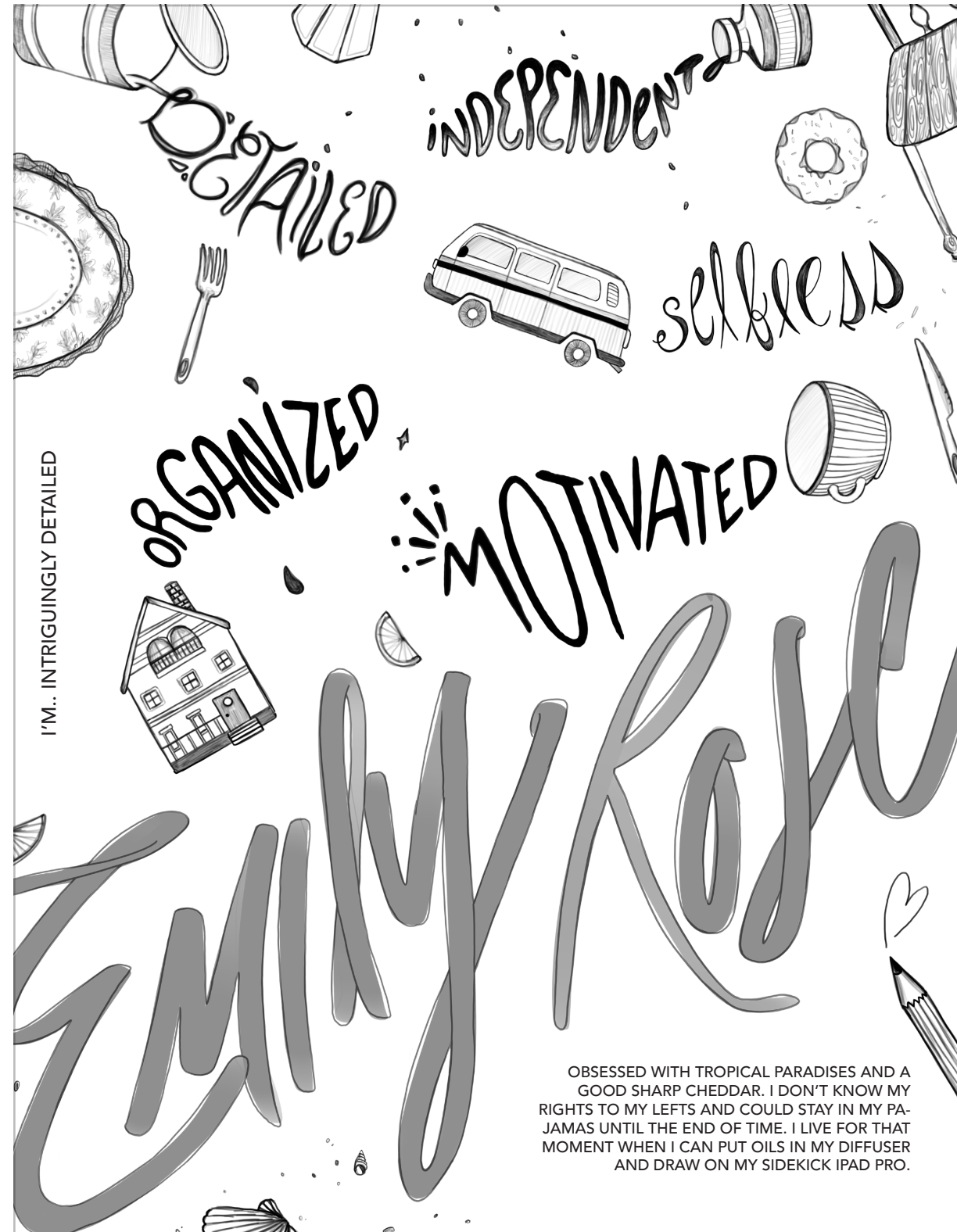


**EMILY ROSE**  
@emilyroseartist

**MOODBOARDS**

# Intriguingly Detailed

DETAILED  
ORGANIZED  
MOTIVATED  
TRUSTWORTHY  
INDEPENDANT



# Brief

Date 01/24/18  
Client: Emily Rose

## CLIENT

- Emily Rose

## OVERVIEW

- Emily is a hard working illustrator who is always up for a challenge. She is graduating in the year of 2019 from the Idea School of Design at Capilano University. She hopes to once she graduates find a position doing illustrations and continuing to learn and develop her skills in the industry.

## BRAND ESSENCE

- Intriguingly detailed

## PRODUCT/SERVICE

- Illustration

## BACKGROUND

- Emily enjoys a quiet working environment where she can think up intricate detailed masterpieces, but she also loves a good critiquing session where she can put herself in the viewers feet and think of new and exciting ways to explore different ideas. Her Illustration portrays an intricate, but organized chaos. Emily's skills include, Traditional art, painting, drawing, crafting, Adobe Illustrator, Adobe Indesign, Photoshop, and Procreate on the iPad Pro. Emily's unique selling proposition would be her intriguing detail.

## TARGET AUDIENCE

- Potential clients

## TONE OF VOICE

- Detailed, Independent, Selfless, Motivated, Organized

## CONSTRAINTS

- Must constrain to her style to create exceptional work
- Must stay away from jobs with lots of design and type decisions

# Rationale for concept

I chose to make a simple logo that reflects my personality. I am a organized clean and tidy person, but my art it is the opposite. With the detail and precision that is in my work I needed a logo that would be able to work with that. In order to create something that I could use in all applications that wont look too busy I was set with the task to simplify all my original designs and ideas.

My resolution was a simple round shape with hand lettering that is easy to read and usefull for a multitude of platforms such as being made into a stamp or being the profile picture on many sites that require a round image. I used my first name in my logo to stear away from people getting misconceptions and imaginging roses when hearing my full name. I chose to go with a very simple colour palate. A trendy rose quorts pink, and black. Both can be used easily to tag my art work or be a nice header for a website.

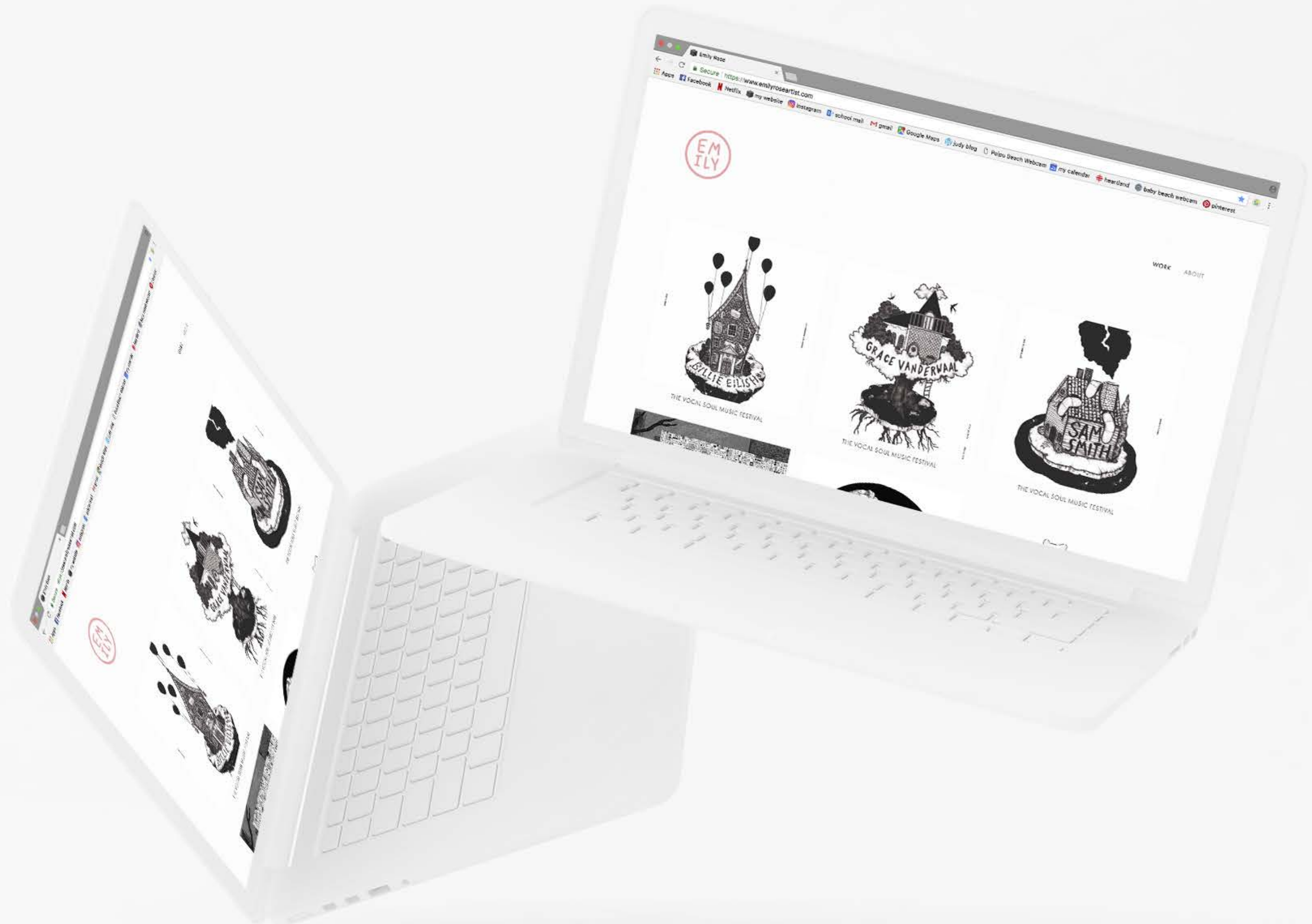
**THE FINAL LOGO**



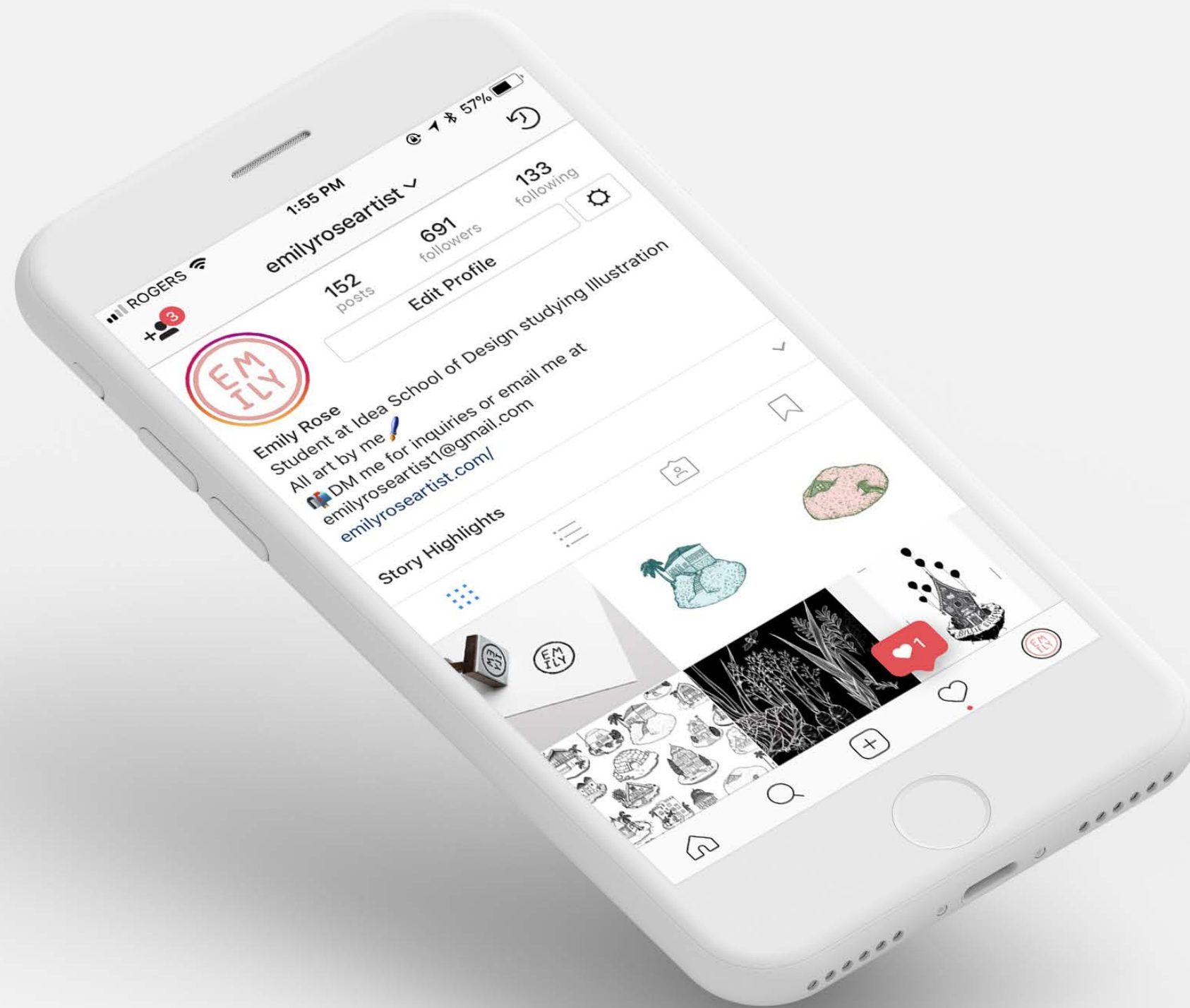
# STAMP & EMBOSSING



# WEBSITE



# INSTAGRAM





# INSTAGRAM TAG






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**EMILY ROSE**  
Illustrator

emilyroseartist.com  
emilyroseartist1@gmail.com  
C: (604) 970 - 9733  
IG: @emilyroseartist

# BUSINESS CARD

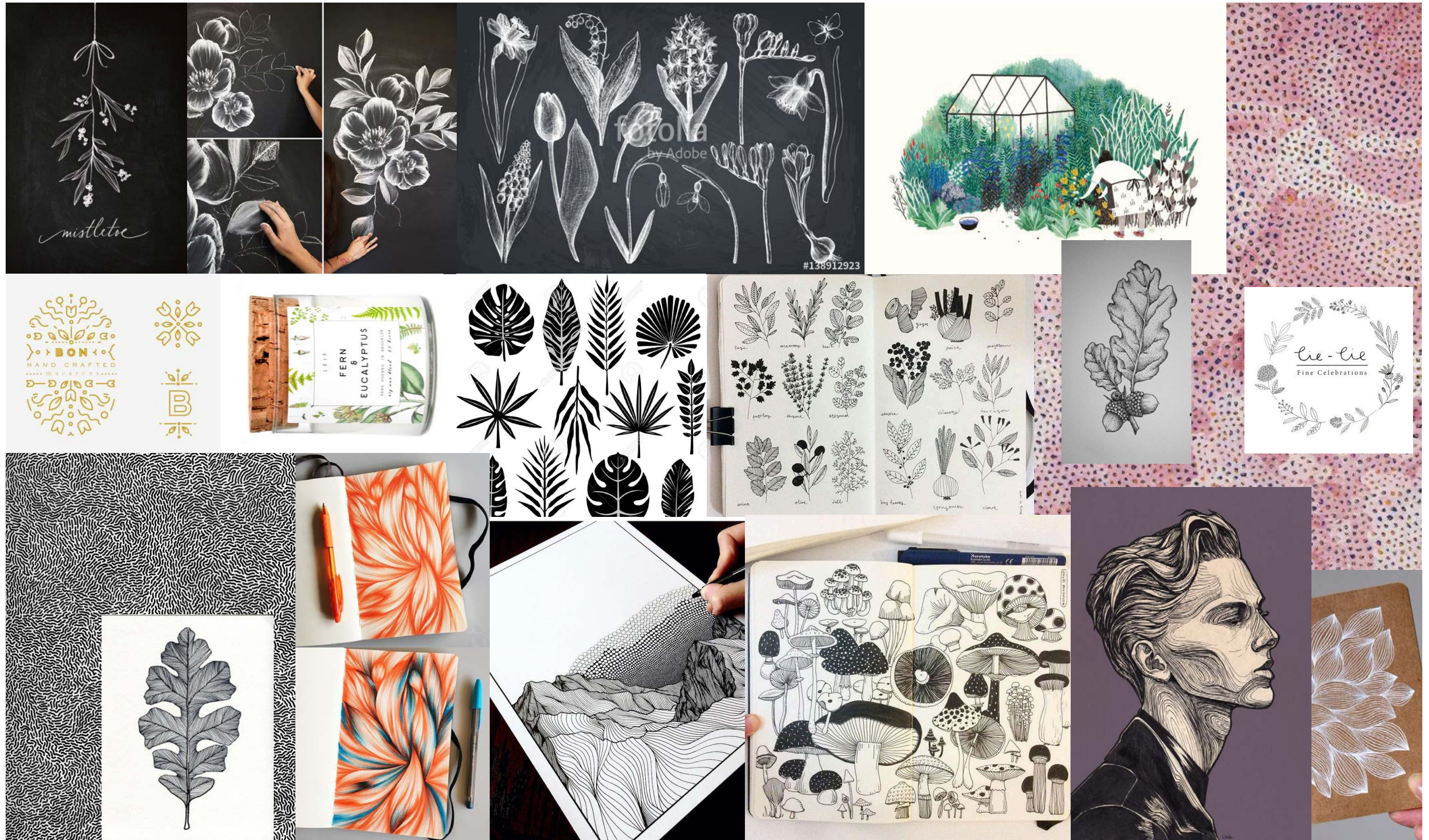


**EMILY ROSE**  
Illustrator

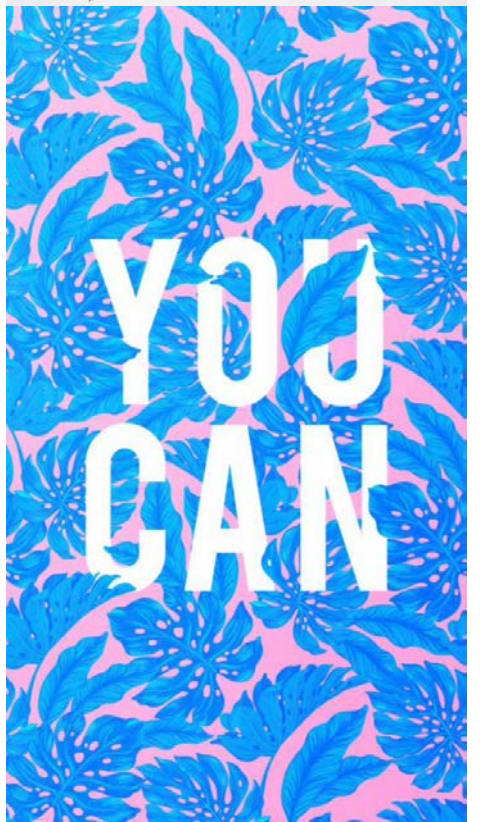
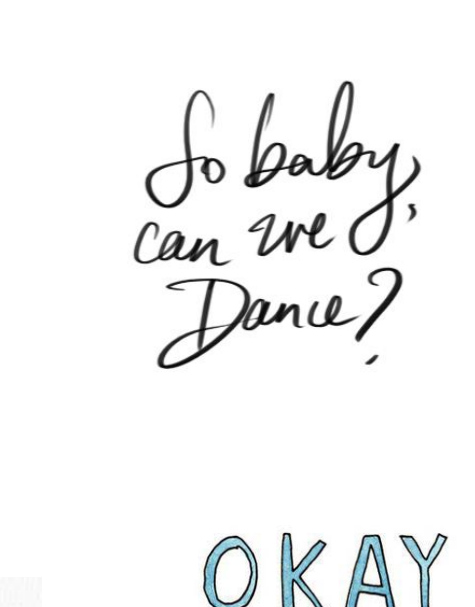
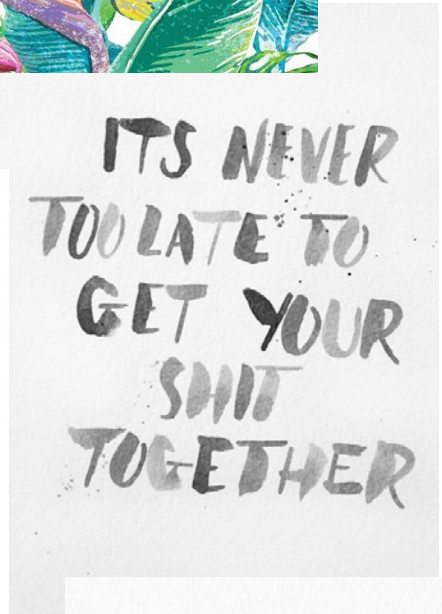
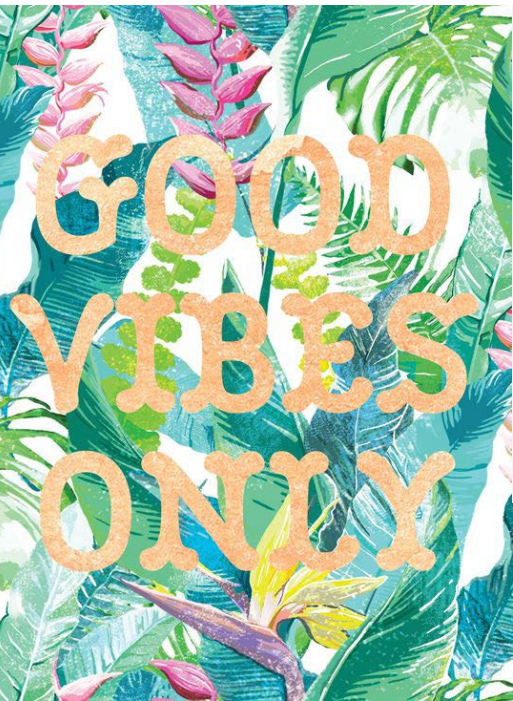
emilyroseartist.com  
emilyroseartist1@gmail.com  
C: (604) 970 - 9733  
IG: @emilyroseartist



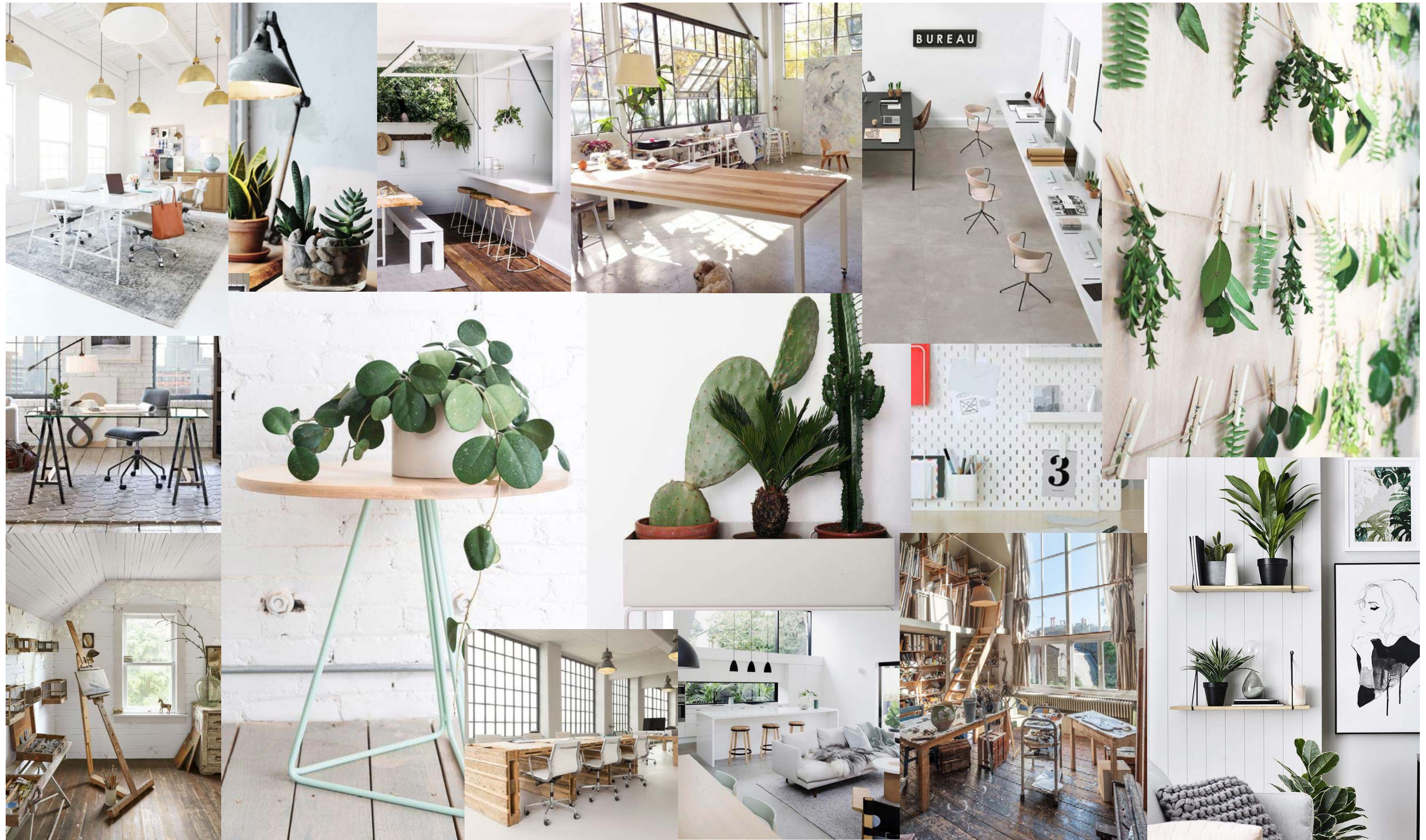
# ILLUSTRATION INSPIRATION



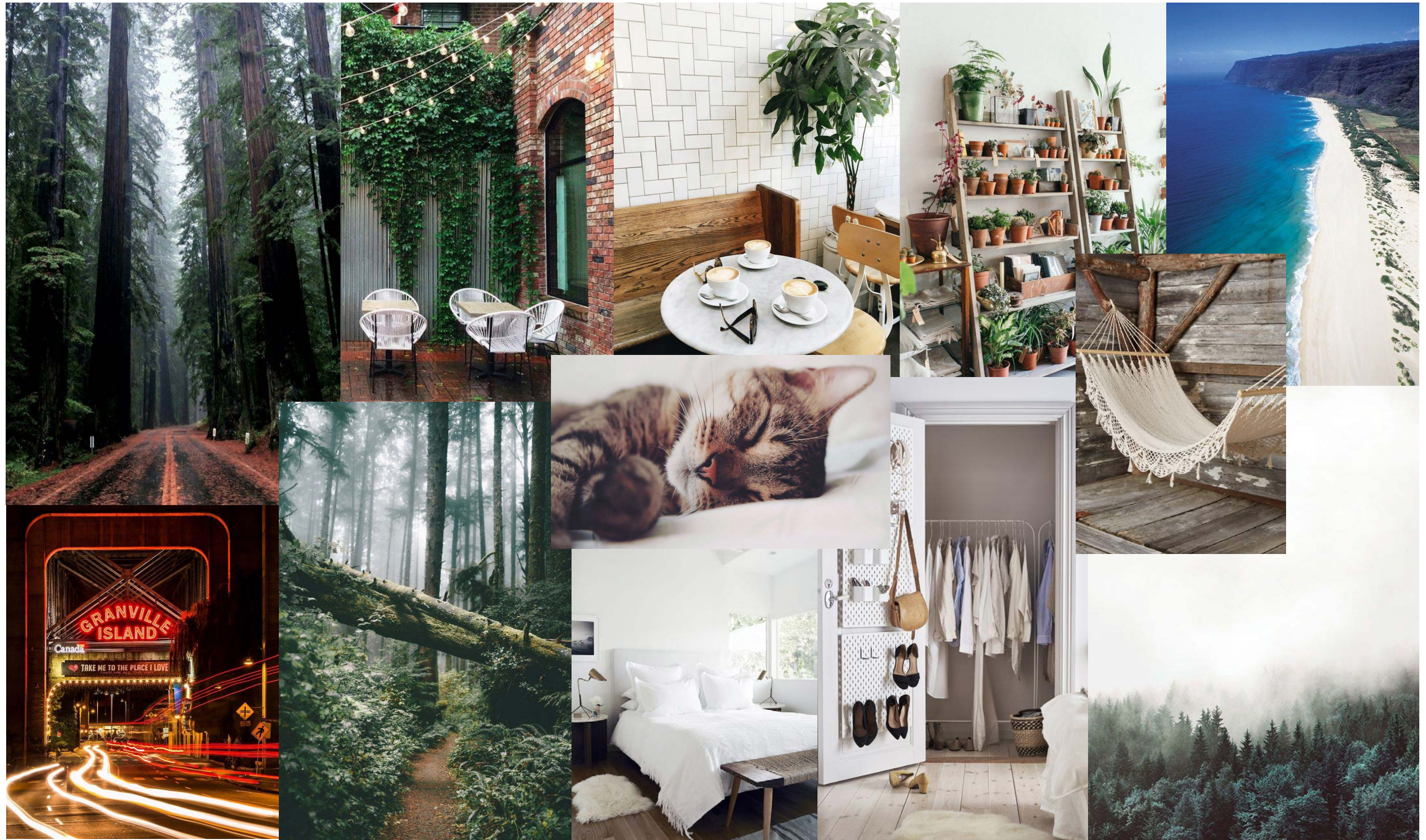
# TYPOGRAPHY



# PLACES TO WORK



# PLACES TO PLAY



# TASTE

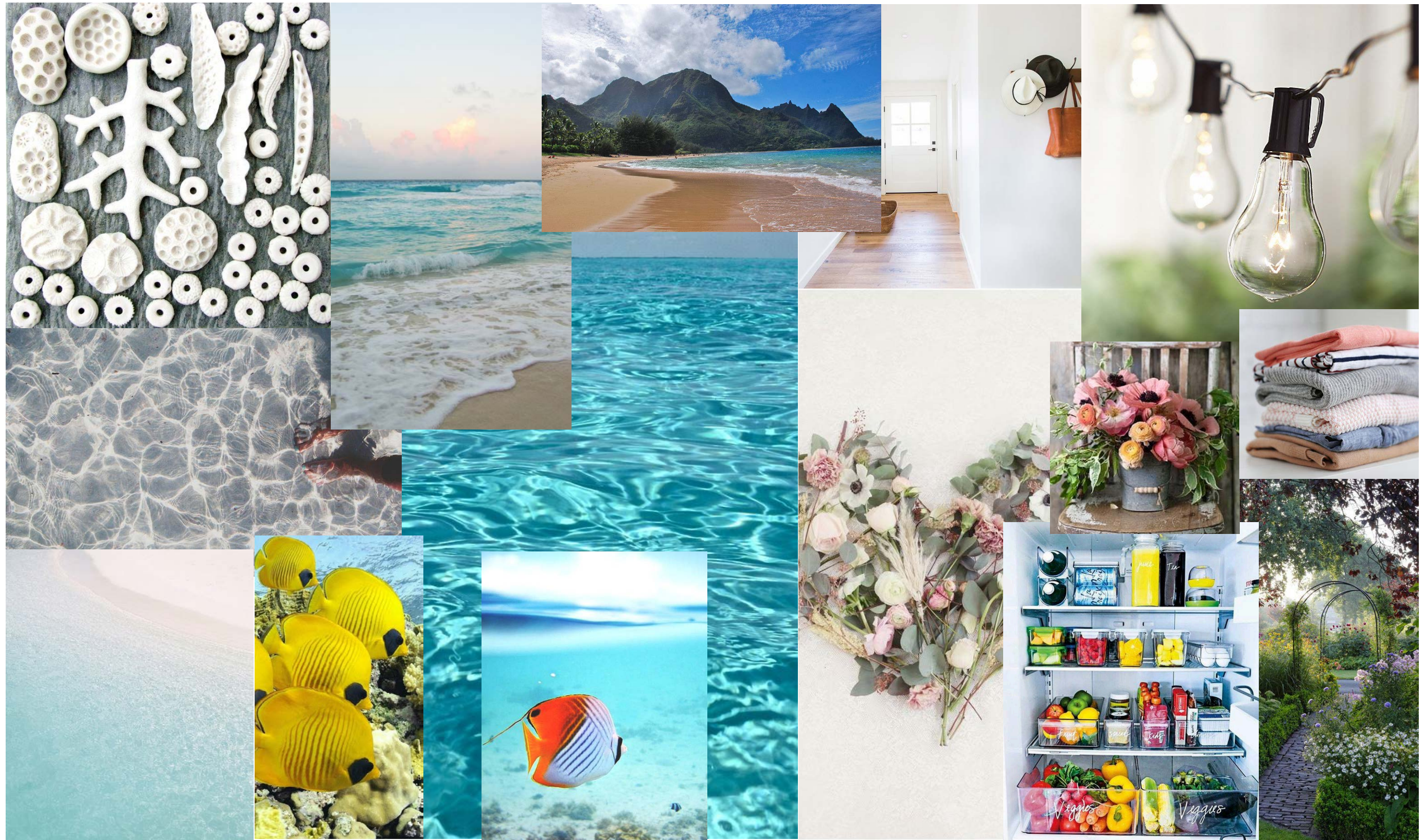




# SMELLS



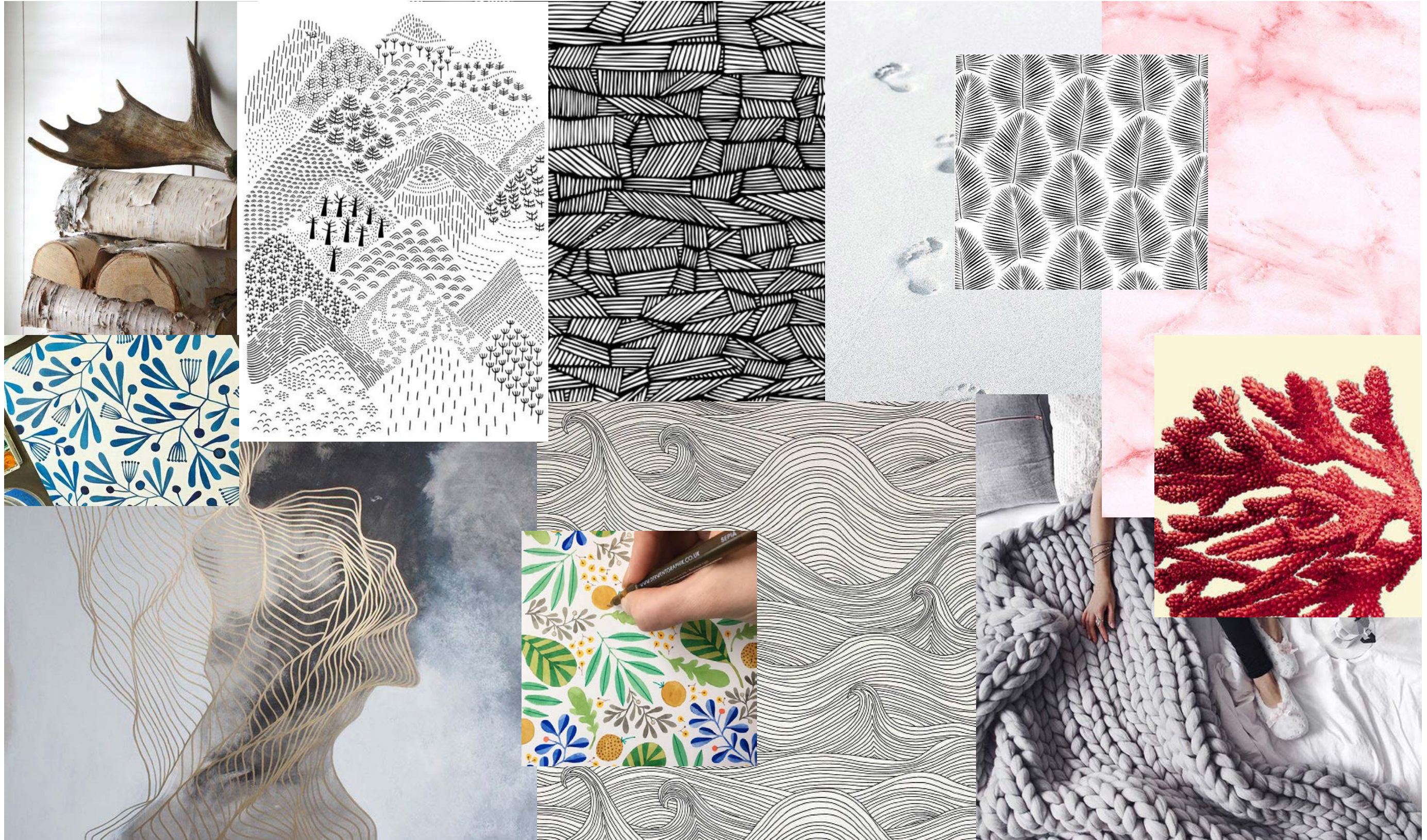
# SIGHTS

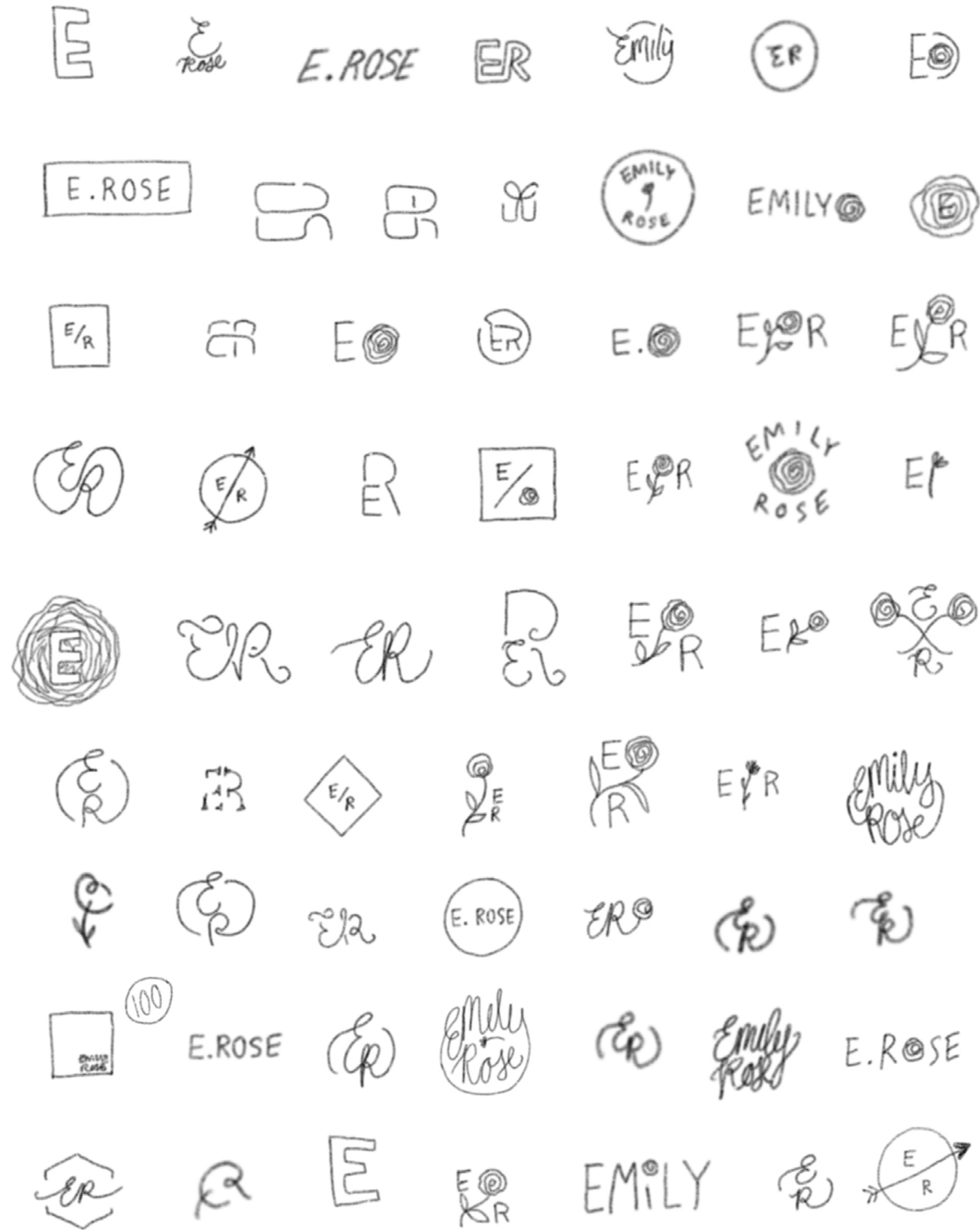


# SOUNDS



# TEXTURES





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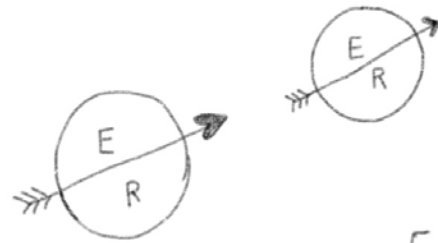
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Round #2



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Work with:

Full name:

- Emily Rose  
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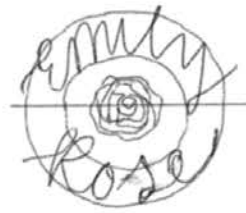
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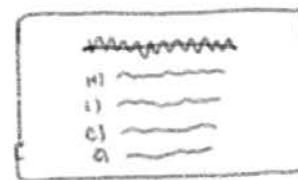
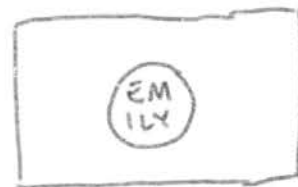


Round #3

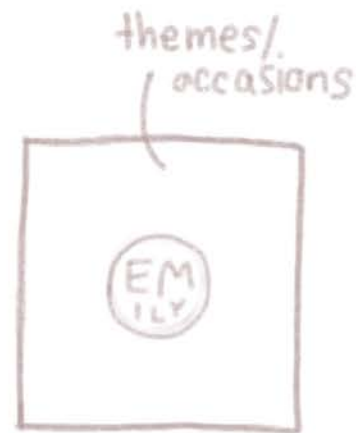
# IDEA #1



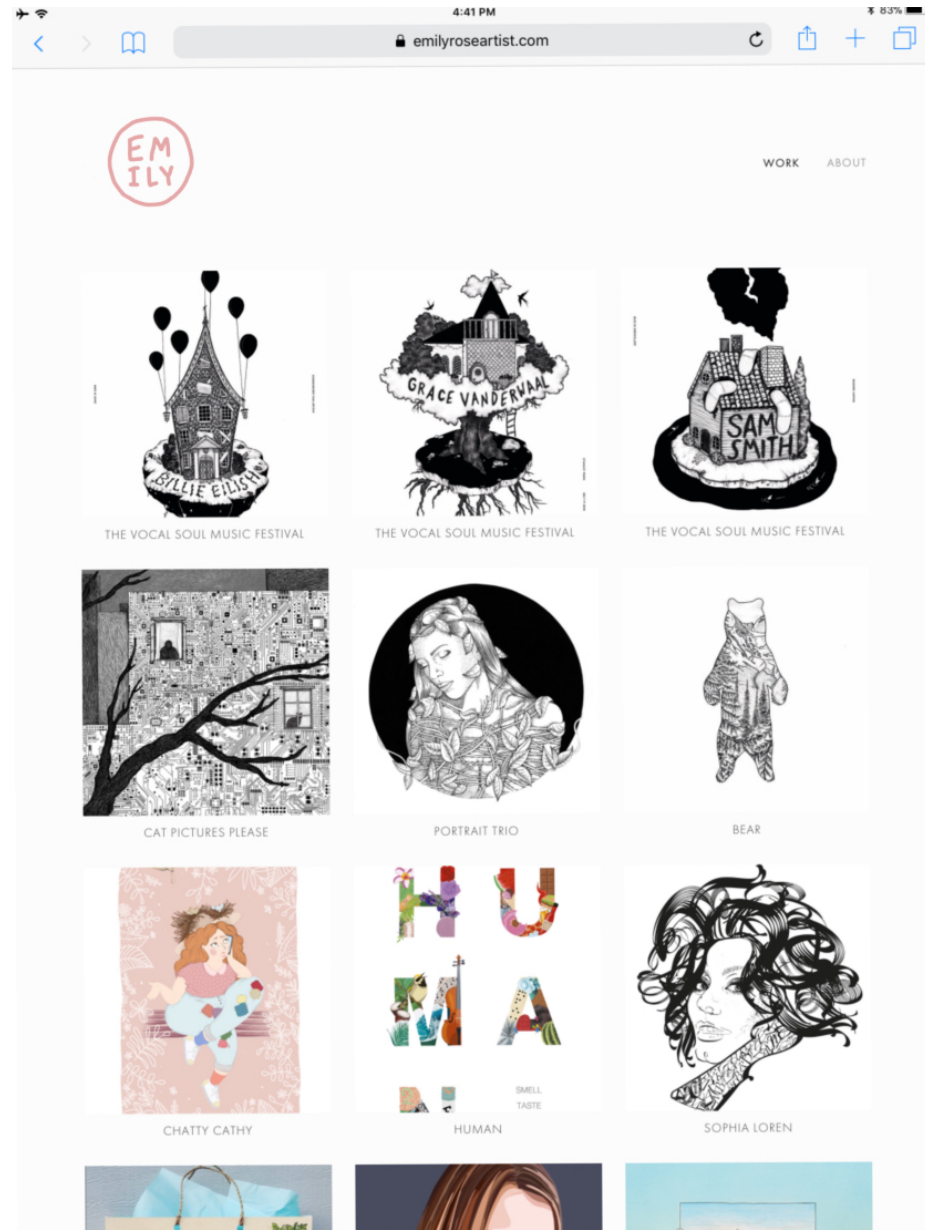
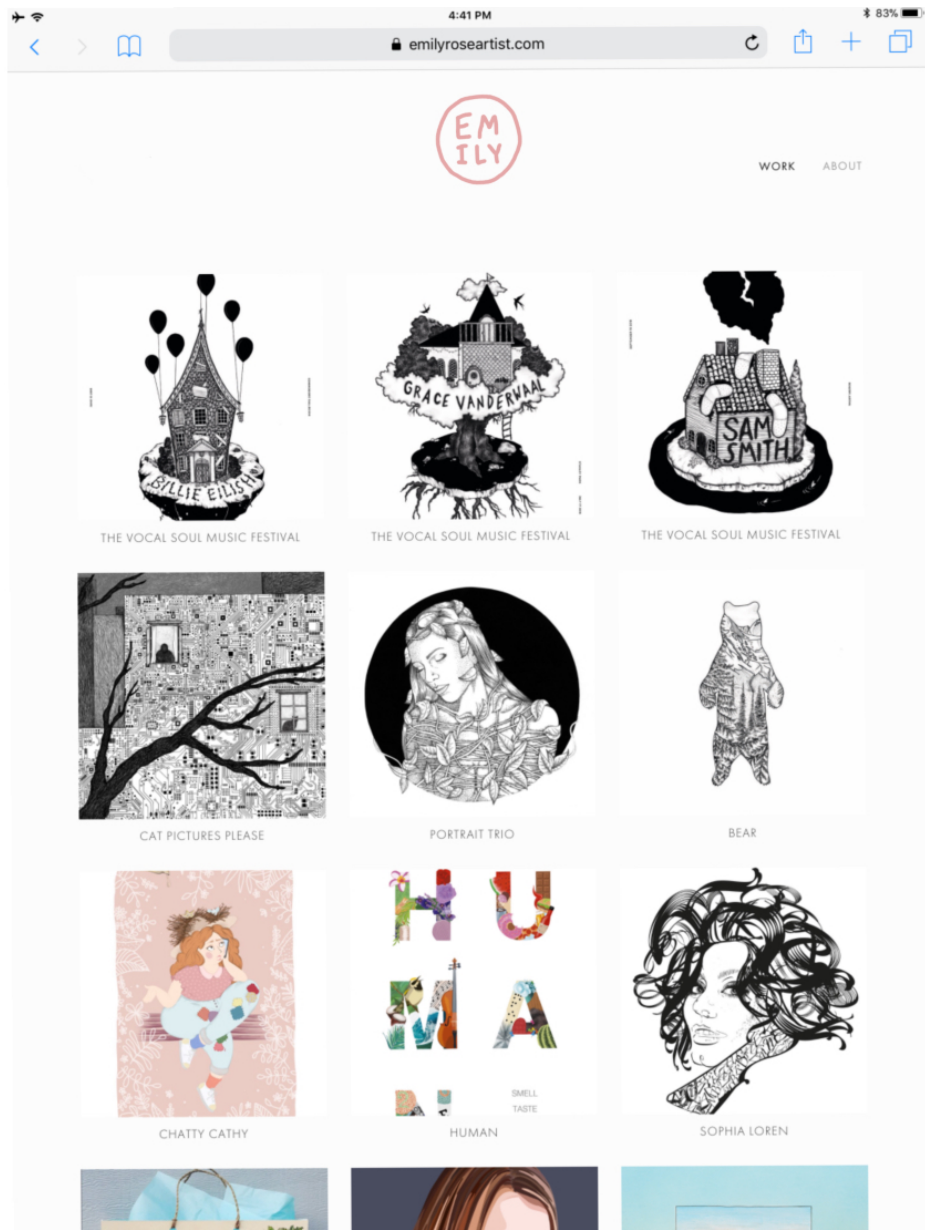
- Changing per occasion
- easter eggs
- christmas
- spring flowers
- seasonal
- valentines day
- st. patricks
- textural detailed line drawings?



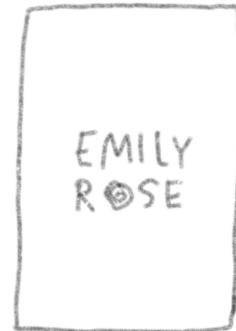
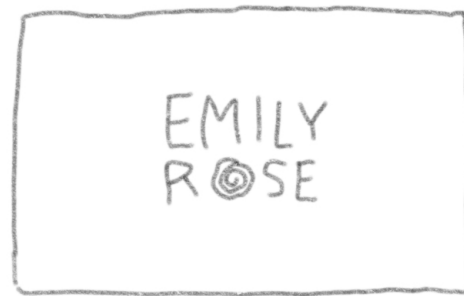
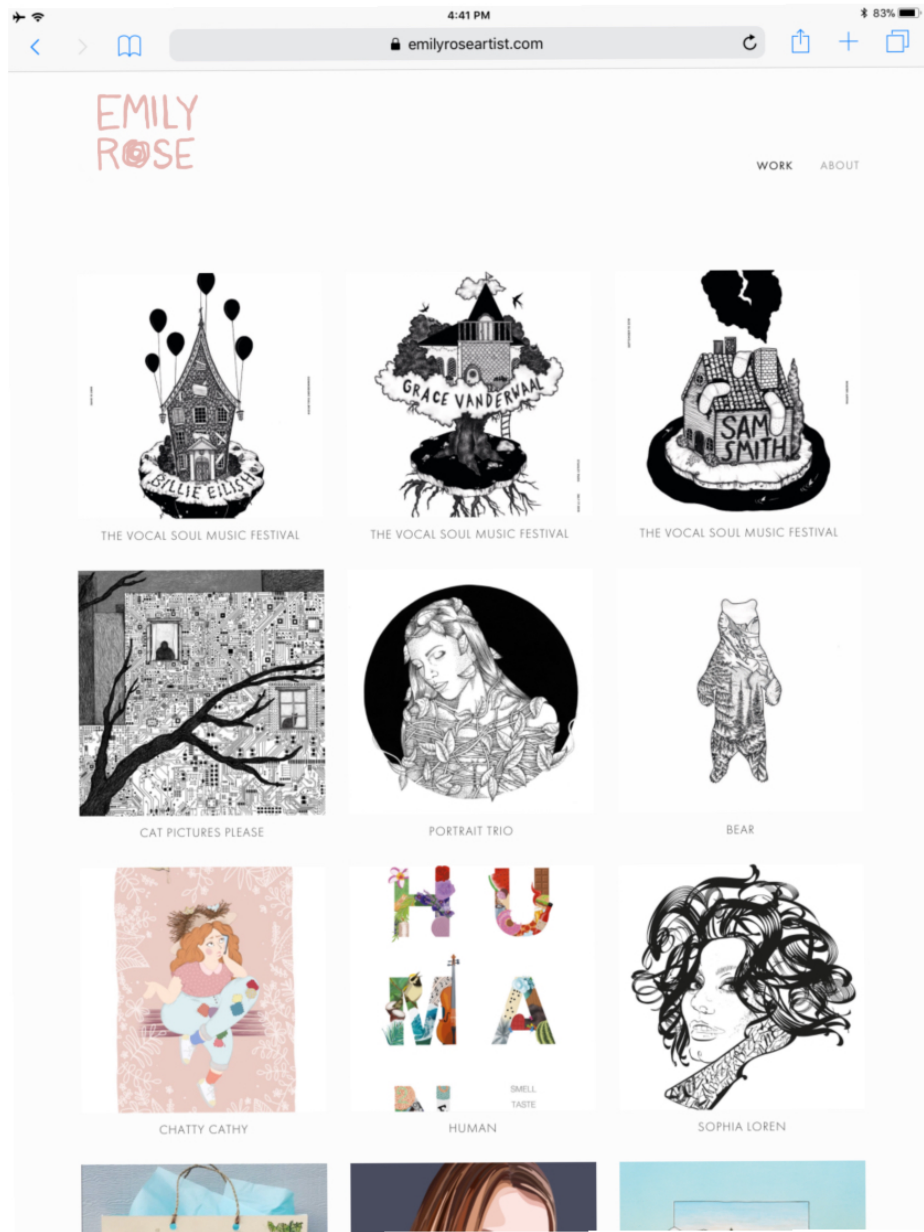
- Cell#
- website
- Instagram
- email@







IDEA #2



EMILY  
ROSE

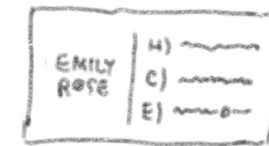
"Intriguingly detailed"

ART side that shows what I do



EMILY  
ROSE

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IDEA #3

Emily Rose

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WORK ABOUT



THE VOCAL SOUL MUSIC FESTIVAL



THE VOCAL SOUL MUSIC FESTIVAL



THE VOCAL SOUL MUSIC FESTIVAL



CAT PICTURES PLEASE



PORTRAIT TRIO



BEAR



CHATTY CATHY



HUMAN



SOPHIA LOREN



EMILY ROSE  
ILLUSTRATOR

604 970 9733  
EMILYROSEARTIST.COM  
@EMILYROSEARTIST



**C'EST FINI**